

OME IDENTIFICATION AND RECRUITMENT TRAINING



**Developing State, Local and
Individual ID&R Action Plans**



Reasons for Developing an Action Plan

- Helps the recruiter, the supervisor, and other recruitment staff organize and prioritize recruitment activities and establish timelines for their completion.
- The recruiter who has clear objectives and a plan for reaching them is more likely to be successful than a recruiter who leaves things to chance.



The primary reasons for developing an action plan include:

1. The process of creating an ID&R action plan forces the recruiter to think about what should be accomplished, to establish recruitment objectives, to decide the best way to attain these objectives, and to develop specific action steps and timelines for their completion.^[1]
2. An ID&R action plan encourages the recruiter to be efficient and to use time wisely.

^[1] William R. Osgood, "Business Planning—Why Plan?" [online article] *Business Utility Zone Gateway*; available at http://www.buzgate.org/nh/bft_bplan.html. (July 24, 2006)



The primary reasons for developing an action plan include:

3. The completed ID&R action plan can serve as the basis for evaluating the recruiter's efforts and for continually adjusting and improving the recruiter's strategies for finding migrant children.
4. If the recruiter leaves the job (e.g., retires, moves), the new recruiter has a clear blueprint of how to recruit in the local area.



Contents of an Action Plan – State

- The state action plan provides overall direction for recruiters from across the state. It includes the state's ID&R objectives, as well as strategies, staff assignments and timelines to meet those objectives.
- The state action plan, which may be part of the comprehensive state plan for service delivery or the state's ID&R manual, could also include useful resources like:



Contents of an Action Plan - State

- A statewide map of where migrant families live and work;
- A calendar with seasonal crop activities;
- Profiles of major crops and employers;
- Recruiter resources (e.g., technical assistance provided by the state, toll-free numbers for recruitment questions, agencies that serve migrants, related web sites);



Contents of an Action Plan - State

- State laws, state and local recruitment policies (e.g., child abuse reporting requirements);
- The state's MEP ethics and safety policies; and
- The state's quality control procedures



Contents of an Action Plan - Local

- The local action plan should build on the state's plan and should provide direction for local recruiters. Some states, particularly small states, may use the state action plan rather than developing a local plan.
- The local plan should have ID&R objectives that support the state's objectives, as well as strategies, staff assignments and timelines to meet those objectives.



Contents of an Action Plan - Local

The local action plan could also include useful resources like:

- a consolidated calendar that tells when to recruit in specific areas (includes information like seasons for major crop activities, housing availability, school calendar);
- maps or directions to major employers, agencies, and schools;



Contents of an Action Plan - Local

- who to contact at specific farms, agencies, or schools;
- enrollment procedures for specific schools; and
- hiring procedures used by individual employers.



Contents of an Action Plan - Individual

- The recruiter's individual action plan should build on the state and local action plans, should be detailed and specific, and should translate into a schedule or "to do" list for the recruiter.
- The recruiter's initial action plan may be rather basic, but the objectives should evolve and improve over time.



Contents of an Action Plan - Individual

- Year round recruiters may work with their supervisor to develop an action plan or recruitment calendar.
- Part time or summer recruiters may receive very specific instructions from their employer so they can start recruiting migrant children immediately.
- The local MEP should review the recruiter's action plan to make sure it is consistent with the project's recruitment priorities and the state action plan.



Contents of an Action Plan - Individual

The action plan may include recruitment objectives, which generally consist of the following four parts:

- what the recruiter will do,
- when the recruiter will do it,
- how the recruiter will do it, and
- how the recruiter will measure success



Contents of an Action Plan - Individual

For example, a recruitment objective could read as follows:

- I will visit one (1) agricultural or fishing employer every month as documented by my activity log.
- I will conduct employer surveys with at least 20 growers in my recruitment area within the next 12 months as documented by the completed survey forms.



Contents of an Action Plan - Individual

- I will spend three days recruiting at the turkey processing plant in October, when they hire seasonal Thanksgiving workers, as documented by my activity log.
- I will implement one new idea from this manual each month as documented by the completed actions on my task list.



The recruiter should NEVER set an objective that establishes a recruitment quota or specifies that more migrant children will be found next year than were found in the current year.



Contents of an Action Plan - Individual

The action plan can serve as both an evaluation of the recruiter's work and a time management tool. To evaluate his or her own work, the recruiter may wish to ask questions such as:

- Were all of the objectives (i.e., action items) completed?
- Were they completed on time?



Contents of an Action Plan - Individual

- Were the objectives (and the recruiter's work schedule) revised as the recruiter learned more effective recruitment strategies?
- How can the objectives be improved to find all migrant children while making better use of the recruiter's time?



Contents of an Action Plan - Individual

Every time a recruiter is hired or re-assigned is an excellent opportunity to conduct the research needed to develop new local and individual ID&R action plans or to update existing action plans.



Contents of an Action Plan - Individual

- Time Management
- Contacting Migrant Families and Youth
- Employer-based Recruitment
- School and Community-based Recruitment

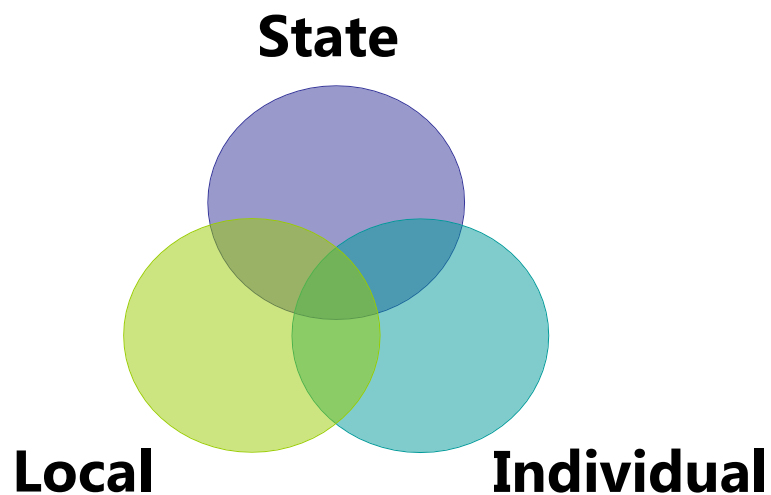


Contents of an Action Plan - Individual

- Residence-based Recruitment
- Safety While Recruiting
- Communication
- Local Knowledge
- Communication



Identification and Recruitment Plans





*The Greatness of our
Future is in our
Children*





References Consulted:

- Draft Migrant Education Program Identification and Recruitment Manual, United States Department of Education

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**Commitment to Excellence
In
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